IN THE CLAIMS

Please amend claims 1, 14 and 27 as follows:

1. (CURRENTLY AMENDED) A method of collecting, storing and processing usage data from a device, comprising:

collecting, storing and processing usage data from the device in accordance with a privacy policy by:

extracting the usage data from the device, wherein the usage data is associated with a customer identifier;

translating the customer identifier from the extracted usage data into a replacement identifier when the customer is an "opt-neutral" customer; [[and]]

correlating the extracted usage data over a period of time using the customer identifier or replacement identifier; and

using the correlated usage data to understand the customer's preferences and thereby increase revenue;

such that wherein both the customer identifier and the usage data are stored for "opt-in" customers, only the replacement identifier and the usage data are stored for "opt-neutral" customers and neither the customer identifier nor the usage data are stored for "opt-out" customers; and

wherein the "opt-out" customers are those who specifically request that their usage data not be used, the "opt-in" customers are those who specifically allow use of their usage data and the "opt-neutral" customers are those who have stated no preference.

- 2. (CANCELED)
- 3. (CANCELED)
- 4. (CANCELED)
- 5. (CANCELED)
- 6. (PREVIOUSLY PRESENTED) The method of claim 1, wherein the translating step is performed only for extracted usage data associated with an "opt-neutral" customer.

7. (PREVIOUSLY PRESENTED) The method of claim 1, wherein the translating step comprises creating the replacement identifier for the customer identifier from the extracted usage data.

8. (CANCELED)

- 9. (PREVIOUSLY PRESENTED) The method of claim 1, wherein the translating step comprises performing a translation function that produces a unique replacement identifier for every customer identifier.
- 10. (PREVIOUSLY PRESENTED) The method of claim 1, wherein the translating step comprises performing a translation function that produces a non-unique replacement identifier for every customer identifier.
- 11. (ORIGINAL) The method of claim 1, wherein the translating step comprises performing a one-way translation function that has an inverse function that is difficult to perform.
- 12. (PREVIOUSLY PRESENTED) The method of claim 1, wherein the device sends the usage data along with a usage identifier that is independent of the customer identifier.
- 13. (PREVIOUSLY PRESENTED) The method of claim 12, wherein the translating step comprises translating the customer identifier from the extracted usage data into the replacement identifier using the usage identifier.
- 14. (CURRENTLY AMENDED) An apparatus for collecting, storing and processing usage data from a device, comprising:

means for collecting, storing and processing usage data from the device in accordance with a privacy policy by:

extracting the usage data from the device, wherein the usage data is associated with a customer identifier;

translating the customer identifier from the extracted usage data into a replacement identifier when the customer is an "opt-neutral" customer; [[and]]

correlating the extracted usage data over a period of time using the customer identifier or replacement identifier; and

using the correlated usage data to understand the customer's preferences and thereby increase revenue;

such that wherein both the customer identifier and the usage data are stored for "opt-in" customers, only the replacement identifier and the usage data are stored for "opt-neutral" customers and neither the customer identifier nor the usage data are stored for "opt-out" customers; and

wherein the "opt-out" customers are those who specifically request that their usage data not be used, the "opt-in" customers are those who specifically allow use of their usage data and the "opt-neutral" customers are those who have stated no preference.

- 15. (CANCELED)
- 16. (CANCELED)
- 17. (CANCELED)
- 18. (CANCELED)
- 19. (PREVIOUSLY PRESENTED) The apparatus of claim 14, wherein the translating is performed only for extracted usage data associated with an "opt-neutral" customer.
- 20. (PREVIOUSLY PRESENTED) The apparatus of claim 14, wherein the translating comprises creating the replacement identifier for the customer identifier from the extracted usage data.
 - 21. (CANCELED)

- 22. (PREVIOUSLY PRESENTED) The apparatus of claim 14, wherein the translating comprises performing a translation function that produces a unique replacement identifier for every customer identifier.
- 23. (PREVIOUSLY PRESENTED) The apparatus of claim 14, wherein the translating comprises performing a translation function that produces a non-unique replacement identifier for every customer identifier.
- 24. (PREVIOUSLY PRESENTED) The apparatus of claim 14, wherein the translating comprises performing a one-way translation function that has an inverse function that is difficult to perform.
- 25. (PREVIOUSLY PRESENTED) The apparatus of claim 14, wherein the device sends the usage data along with a usage identifier that is independent of the customer identifier.
- 26. (PREVIOUSLY PRESENTED) The apparatus of claim 25, wherein the translating comprises translating the customer identifier from the extracted usage data into the replacement identifier using the usage identifier.
- 27. (CURRENTLY AMENDED) An article of manufacture comprising a computer program storage media storing instructions that, when read and executed by a computer, causes the computer to perform a method for collecting, storing and processing usage data from a device, comprising:

collecting, storing and processing usage data from the device in accordance with a privacy policy by:

extracting the usage data from the device, wherein the usage data is associated with a customer identifier;

translating the customer identifier from the extracted usage data into a replacement identifier when the customer is an "opt-neutral" customer"; [[and]]

correlating the extracted usage data over a period of time using the customer identifier or replacement identifier; and

such that wherein both the customer identifier and the usage data are stored for "opt-in" customers, only the replacement identifier and the usage data are stored for "opt-neutral" customers and neither the customer identifier nor the usage data are stored for "opt-out" customers; and

wherein the "opt-out" customers are those who specifically request that their usage data not be used, the "opt-in" customers are those who specifically allow use of their usage data and the "opt-neutral" customers are those who have stated no preference.

- 28. (CANCELED)
- 29. (CANCELED)
- 30. (CANCELED)
- 31. (CANCELED)
- 32. (PREVIOUSLY PRESENTED) The article of claim 27, wherein the translating step is performed only for extracted usage data associated with an "opt-neutral" customer.
- 33. (PREVIOUSLY PRESENTED) The article of claim 27, wherein the translating step comprises creating the replacement identifier for the customer identifier from the extracted usage data.
 - 34. (CANCELED)
- 35. (PREVIOUSLY PRESENTED) The article of claim 27, wherein the translating step comprises performing a translation function that produces a unique replacement identifier for every customer identifier.
- 36. (PREVIOUSLY PRESENTED) The article of claim 27, wherein the translating step comprises performing a translation function that produces a non-unique replacement identifier for every customer identifier.

- 37. (PREVIOUSLY PRESENTED) The article of claim 27, wherein the translating step comprises performing a one-way translation function that has an inverse function that is difficult to perform.
- 38. (PREVIOUSLY PRESENTED) The article of claim 27, wherein the device sends the usage data along with a usage identifier that is independent of the customer identifier.
- 39. (PREVIOUSLY PRESENTED) The article of claim 38, wherein the translating step comprises translating the customer identifier from the extracted usage data into the replacement identifier using the usage identifier.